

□ □ □ □ □ □ □ □ □

□2024-03-27

□□□□ 2024 □ 3 □ 27 □□□□□□

[illegible]

1111

[illegible][illegible][illegible][illegible][illegible][illegible]

□ □

[illegible]





## Alimama's Marketing Compliance Policy

This policy is formulated to regulate the marketing and promotion activities of Alimama, protect the legitimate rights and interests of consumers, fulfill the social responsibilities of e-commerce platform operators, and maintain a fair, just, positive, and healthy platform ecosystem. This policy is applicable to marketing activities in which Alimama directly or indirectly promotes goods or services by using websites, web pages, Internet applications, and other media, such as text, pictures, audio, video, or other forms.

### Marketing Compliance

In conducting its business, Ali Mama shall comply with applicable laws and regulations in the place where it operates, comply with mandatory national standards and applicable industry standards. Alimama shall strengthen compliance management, consciously abide by the Advertising Law of the People's Republic of China, the Measures for the Administration of Internet Advertising, and other relevant laws and administrative regulations, and follow responsible business ethics and the principle of sustainable development.

The promotion content shall be truthful and legal, adhere to the correct orientation, and express the marketing message in a healthy and appropriate manner. To practice responsible product and service promotion, Alimama resolutely implements the responsibility of Internet platform operators and strengthens the marketing promotion qualifications and marketing content management system. We shall strengthen the pre-event, in-process, and post-event verification of marketing content, product and service publicity information and materials, set up algorithmic models and manual screening to conduct compliance screening, in an effort to create a credible and reliable business environment. Furthermore, we have implemented stricter publicity content management for minors to ensure their physical and mental health. In response to violations, we will restrict the release of marketing and other

publicity information and notify platform merchants and other relevant parties to rectify the situation.

We insist on describing and publicizing products and services based on reasonable facts, and accurately and truthfully provide users with necessary information (such as service content, product ingredients, product health and safety, suppliers, and other relevant contents). It is not allowed to misrepresent information about products, services or prices, or make false or misleading statements about products, services, performance, environmental and social contributions, or performance records of the platform; or misleading statements about competitors' products, services, performance, or performance. At the same time, we will respect and protect the privacy and data security of users in the course of our sales and marketing practices to ensure compliance.

Products or services prohibited from being produced, sold or advertised by laws or administrative regulations shall not be published on the platform.

Advertisements for medical treatment, drugs, medical devices, pesticides, veterinary drugs, health food, formula food for special medical purposes, and other advertisements that require review according to laws and administrative regulations shall be examined by the advertisement review authorities prior to publication. Such advertisements shall not be published without review.

It is prohibited to publish advertisements for medical treatment, drugs, medical devices, health food, and formula food for special medical purposes in disguised form by introducing health and wellness knowledge.

Internet advertising shall be identifiable, enabling consumers to recognize it as an advertisement.

When publishing Internet advertisements in the form of pop-ups, advertisers and advertisement publishers shall prominently mark the closing sign to ensure one-click closing.

It is prohibited to deceive and mislead users to click and browse advertisements by false prompts such as system or software updates and errors, false signs such as play, start, and pause, and false reward commitments.

Advertisements for medical treatment, drugs, health food, formula food for special medical purposes, medical devices, cosmetics, alcohol, beauty care, and online game advertisements that are not conducive to the physical and mental health of minors shall not be published on websites, webpages, Internet applications, public accounts, and other Internet media for minors.

Where an Internet advertisement is published by means of algorithmic recommendation, the relevant rules of its algorithmic recommendation service and the advertisement delivery record shall be documented in the advertisement file.

Internet platform operators shall take measures to prevent and stop illegal advertisements in the process of providing Internet information services, and abide by the following provisions:

1. Record and save the real identity information of users who use their information services to publish advertisements, and the information records shall be kept for not less than three years from the date when the provision of information services ends.
2. Monitor and investigate the advertising content published by its information services. If illegal advertising is found, necessary measures such as notifying correction, deleting, blocking, and disconnecting the publishing link shall be taken to stop it, and relevant records shall be kept.
3. Establish an effective complaint and report acceptance and handling mechanism, set up a convenient complaint and report entrance or publish the complaint and report methods, and timely accept and handle complaints and reports. Once the relevant incident occurs and the investigation is substantiated, we will actively take remedial measures such as return and compensation based on the principle of "protecting the rights and interests of users," and punish and educate the platform merchants and responsible departments and other relevant subjects in accordance with relevant regulations. At the same time, we regularly summarize our experience, review, and sort out the management mechanism, optimize the

management level of product and service publicity, and prevent the recurrence of related violations.

4. It shall not, by technical or other means, obstruct or hinder the market supervision and administration department from carrying out advertising monitoring.

5. Cooperate with the market supervision and administration department to investigate illegal acts of Internet advertising, and timely take technical means to preserve the evidence materials of suspected illegal advertising according to the requirements of the market supervision and administration department, and truthfully provide the real identity information of relevant advertising publishers, advertising modification records, and transaction information of relevant commodities or services.

6. Take measures such as warning, suspension, or termination of services against users who publish illegal advertisements using information services, in strict accordance with the service agreements and platform rules.

Where a commodity seller or a service provider promotes a commodity or service by means of live Internet broadcasting, which constitutes a commercial advertisement, it shall bear the responsibilities and obligations of the advertiser in accordance with the law.

## Content Compliance

Alimama continues to provide platform merchants with promotion services including live broadcasting, short videos, and other content, adheres to the



moral responsibility of content communication, and meets the diversified spiritual and cultural needs of different consumers. We commit to:

1. Fulfill the responsibilities of the platform and strengthen governance over content accuracy, legitimacy, and intellectual property protection;
2. Exercise, in accordance with the law, the rights conferred by laws and exercise cultural pluralism and freedom of expression protected by any law;
3. Adhere to the principles of authenticity and objectivity, strictly abide by the bottom line of morality and ethics, disclose content without favoring one side or the other, promote the transparency of information and informed decision-making of the audience, and enable sustainable and democratic social development;
4. Adhere to ethics, strictly abide by relevant laws and regulations, and continuously monitor the update of regulatory guidelines and regulations. Under the overall management and supervision of the General Administration of Market Supervision and Administration and the market supervision and administration departments of local municipalities, the content of commercial promotion shall be strictly reviewed, and the compliance and ethics of the communication content shall be monitored;
5. Cooperate with upstream and downstream to jointly consolidate industry responsibility, establish corresponding complaint and reporting mechanism, follow up and feedback on the reported content in a timely manner, and disclose relevant incidents that are verified to be true; Conduct training related to content compliance on a regular basis; Actively communicate and share with stakeholders and industry associations;
6. Comply with all applicable cyber information security standards, specifications, and processes to provide comprehensive privacy protection to customers and stakeholders such as sources of information content.

## Responsible marketing

Alimama actively carries out consumer feedback activities to improve consumers' ability to evaluate and compare products and services, guiding consumers to make rational purchasing decisions and responsible consumption. At the same time, the marketing process includes the consideration of vulnerable groups such as the disabled and the elderly, providing them with accessibility, age-appropriate functions to enhance their information accessibility.

In addition, we are committed to jointly consolidating industry responsibilities by linking upstream and downstream, actively communicating and sharing with stakeholders and industry associations to promote the overall practice level of responsible marketing within the industry.